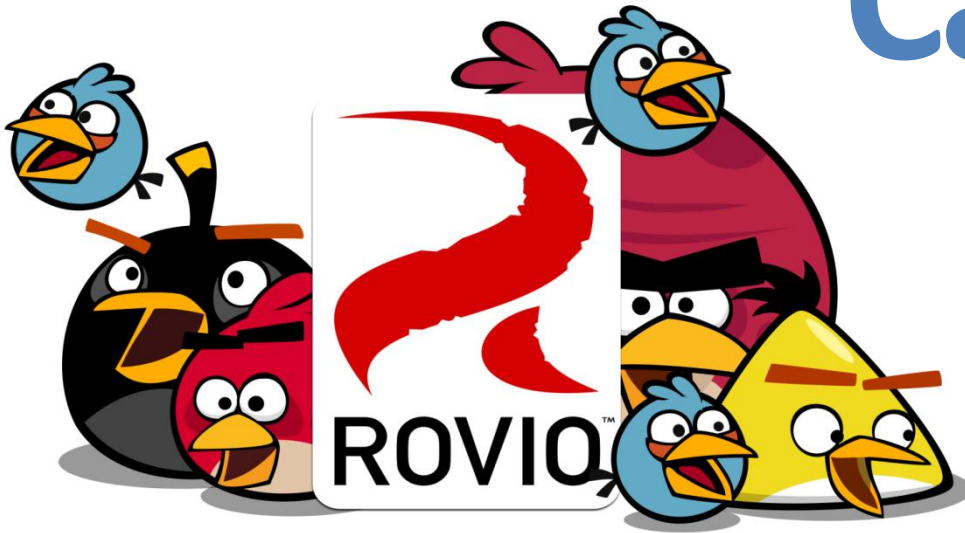




Aalto University  
School of Business

# Case Rovio



Sanna Lukander, VP Learning & Book Publishing, Rovio Entertainment Ltd.

Seppo Ikäheimo, Vice Dean, Aalto University School of Business, Finland



Shared  
vision, passion

Two  
perspectives



**Aalto University  
works towards  
a better world  
through  
pioneering  
education**



# Two reasons for the business school

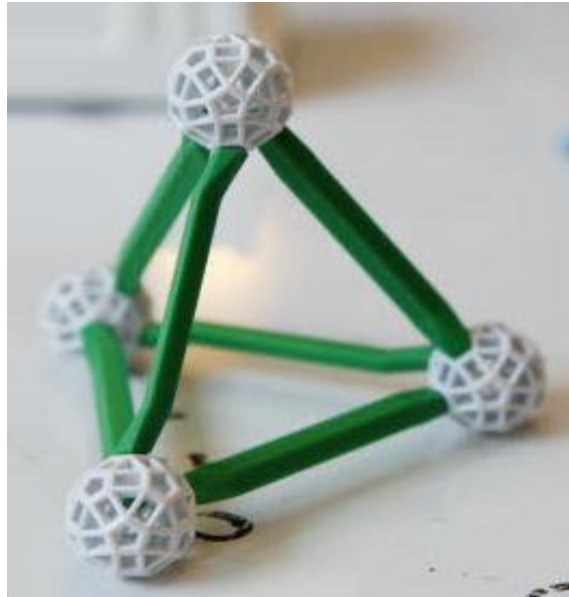
Motivate students



Moving beyond  
bureaucracy

Course included  
10 speakers  
from both  
Rovio and Aalto

1-2 meetings between  
each speaker "pair"



4 meetings  
inside Aalto

Fair deal of  
other work

3 coordinating meetings  
between coordinators

# Course started on 2nd day of studies



1. School of Business faculty and Rovio management introduced all fields from theoretical and practical viewpoint  
Lasted two full days  
(a bit too long)



2. Students analyzed Rovio's business based on descriptive questions. Five days for the analysis.



3. Reports were returned  
and graded pass/fail



# Course feedback was very positive

The plush toy guy was a genius!

Bravo!

Rovio's presentations supported my learning.

FANTASTIC SPEAKERS! Thank you for a superb way to start our university careers!

The Rovio-case resulted in 193,5% higher interest towards studying

Peter Vesterbacka's talk was extremely inspiring!

Next step in supporting  
student learning  
during first year:  
**Business Case 2**

*Fazer*



Case company Fazer from  
food industry

Course ends 1st year studies

Student task focuses more on  
problem-based learning

Case includes all fields,  
but some in collaboration